



CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

Explore the market, increase visibility, network, and develop strategic partnerships!





NATIONAL LAUNCHING EVENT

SOFIA, BULGARIA

20 JUNE 2024, 15:00 EEST



AGENDA OF THE DAY



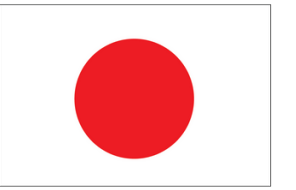
Funded by
the European Union

15:00 – 15:10	Welcome and official opening	Mr. Tsvetan Simeonov, President of the Bulgarian Chamber of Commerce and Industry
15:10 – 15:30	Keynote address	H.E Hisashi MICHIGAMI, Ambassador Extraordinary & Plenipotentiary of Japan to Bulgaria
15:30 – 15:45	The EU Business Hub programme	Tatiana Bahous – Deloitte Belgium – EU Business Hub Team
15:45 – 16:00	Unveiling the First Missions	Nicoletta Favaretto – Eurochambres – EU Business Hub Team
16:00 – 16:10	Successful business stories	Georgi Stoev, BJEC, Bulgarian – Korean Committee
16:10 – 16:25	Q&A	
16:25 – 16:30	Closing remarks	Gabriela Dimitrova – Bulgarian Chamber of Commerce and Industry



THE EU PARTNERSHIP WITH JAPAN AND THE REPUBLIC OF KOREA

THE EU PARTNERSHIP WITH JAPAN



Country overview – Japan is EU's 2nd biggest trading partner in Asia

Over the years, Japan has developed a series of partnerships with the European Union (EU) such as:

- An **Economic Partnership Agreement (EPA)** entered into force in 2019;
- The **EU – Japan Green Alliance** that aims to accelerate the transition of both economies towards becoming climate-neutral, circular and resource-efficient in the coming decades;
- **EU-Japan Digital Partnership**, launched in 2022 with the objective of tackling digital issues mainly through enhanced collaborative research on cutting-edge technologies, shaping common positions and regulatory dialogue and convergence.

1,2%

2022
GDP growth (annual %)

Data source:
data.oecd.org

3,3%

of GDP in 2021
Gross domestic spending on
R&D

Data source:
data.oecd.org

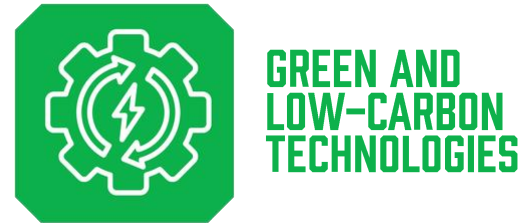
21,6%

2022 estimated value
Trade in goods and services
Exports / Imports, % of GDP

Data source:
data.oecd.org

THE EU PARTNERSHIP WITH JAPAN

Sectors' overview



Japanese Government is implementing **Green Growth Strategy** to realise not only carbon neutrality by 2050 but also “benefits to people’s lives” that go beyond CO2 emission reduction. Japan has selected **14 sectors** that are expected to grow toward the year 2050.

In Japan, the **Digital Agency**, the command post for administrative digital reform, was established on September 1, 2021, to focus on the development of the digital sector.



Digital Society that Japan is pursuing for
"Society where each citizen can choose services that satisfy his/her demands and achieve various happiness through digital technology"

6 Basic Policies	[1] Growth strategy through digitalization	[2] Digitalization in semi-public sector	[3] Vitalizing local areas through digitalization
	[4] Digital Society where no one will be left behind	[5] Securing / Development of digital human resources	[6] Global cooperation strategy including promotion of DFFT

Basic Strategy

<p>Special Commission on Digital Administrative Reform</p> <ul style="list-style-type: none"> Finalize the progress schedule to review analog regulations; submit the bill; verify technologies, develop tech maps, etc. and review regulations in accordance with the progress schedule 	<p>Ensuring safety and security including cyber security</p> <ul style="list-style-type: none"> Measures against changes in the international situation, ensure cybersecurity as measures against national security risks, and protection of personal information
<p>Council for a Vision for a Digital Garden City Nation Realization</p> <ul style="list-style-type: none"> Horizontally deploy My Number Card usage services and promote the elimination of the need to fill out paper forms at counters through support, such as the Digital Garden City Nation Concept grant, etc. 	<p>Responding to the Rapid Development and Spread of AI</p> <ul style="list-style-type: none"> Collaboration system (e.g., AI Strategy Team), social implementation of AI
<p>Promoting international strategy</p> <ul style="list-style-type: none"> Strengthen collaboration with DFFT/digital policy-related organizations in other countries 	<p>Executing National Data Strategy and Initiatives</p> <ul style="list-style-type: none"> Focus on data collaboration infrastructure, Base Registry, etc.
	<p>Promoting of Web3.0</p> <ul style="list-style-type: none"> Develop an environment for using NFT, etc. based on the blockchain technology

THE EU PARTNERSHIP WITH THE REPUBLIC OF KOREA



Country overview – RoK is EU's 9th largest export destination for goods

The Republic of Korea has also strengthened its collaboration with the EU over the last years, with partnerships such as:

- The **EU-Republic of Korea Free Trade Agreement (FTA)**, formally ratified in December 2015;
- The **EU-Republic of Korea Digital Partnership**, signed in 2022 and fostering joint work on semiconductors, next generation cybersecurity, artificial intelligence, platforms, data and skills;
- The **EU-Republic of Korea Green Partnership**, strengthening bilateral cooperation and exchanging best practices on climate action, clean and fair energy transition, protection of the environment, and other fields of the green transition.

2,1%

2022
GDP growth (annual %)

Data source:
data.oecd.org

4,9%

of GDP - 2021
Gross domestic spending on
R&D

Data source:
data.oecd.org

48,3%

2022 estimated value
Trade in goods and services
Exports / Imports, % of GDP

Data source:
data.oecd.org

THE EU PARTNERSHIP WITH THE REPUBLIC OF KOREA

Sectors' overview

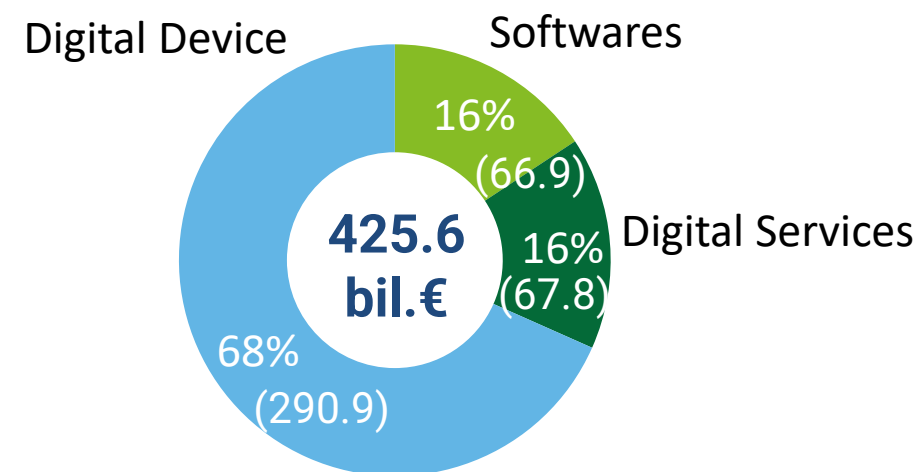


- ✓ Public and private sectors plan to jointly explore markets in line with the government's green industry export strategy and will open a 272 hundred million euros green export fund until 2028 to support promising projects.
- ✓ Aims to hit 15 billion euros in green industry exports in 2024 and expand it to 67.8 billion euros over the next five years.
- 10 billion euros in Europe

Category	Number of Companies		Number of Employees		Sales (KRW 100 million)	
	'20	'21	'20	'21	'20	'21
Manufacturing	499	536	12,353	11,864	107,369	121,191
Construction	2,169	2,144	17,617	14,937	71,886	64,544
Power generation and heat supply	78,276	104,132	82,810	108,462	62,696	87,352
Service	963	1,021	5,318	5,690	11,732	15,001
Total	81,907	107,833	118,098	140,953	253,683	288,087

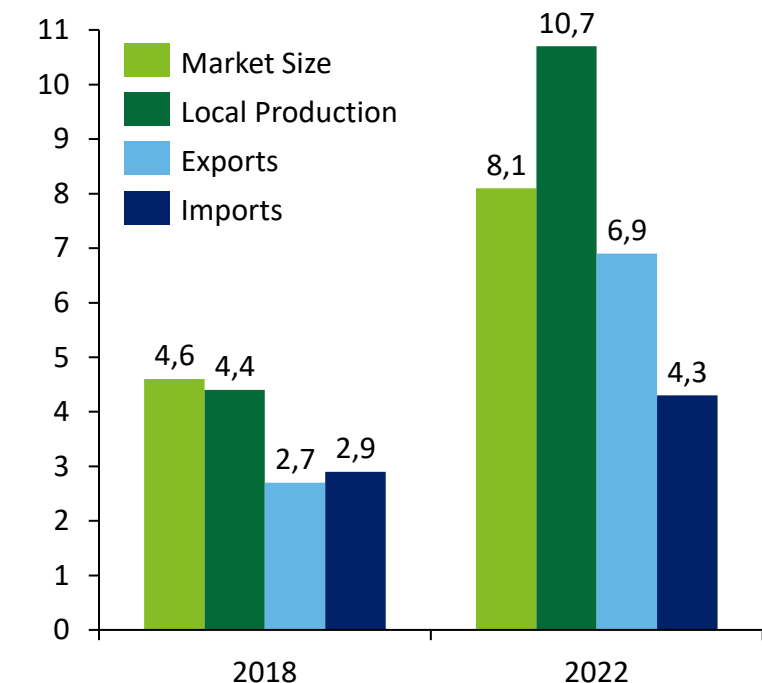


- ✓ In 2022, the ICT industry accounted for 13.0% of Korea's GDP and led the nation's economic growth.
- ✓ The ICT industry contributed to the nation's economic growth by accounting for 30-40% of total exports.
- ✓ The rapid spread of cloud services, wireless network service penetration, the expansion of telecommuting, stable networks and security, quick transition of digital transformation



- ✓ ROK's M/S accounts for 2.3% of the global market (15th) and the total amount of production accounts for 2.5% of national GDP
- ✓ Based on the amount of investment in Digital healthcare area – Device 40%, Software 22%, Platform 27%, Data/Infra 11%

Healthcare/Medical Equipment Market (unit: billion €)





THE EU BUSINESS HUB PROGRAMME



THE EU BUSINESS HUB PROGRAMME

A long-standing initiative for B2B cooperation



THE EU BUSINESS HUB PROGRAMME

What is the EU Business Hub?

- EU-funded programme that supports EU Small and Medium-Sized Enterprises (SMEs) in the **green, digital, and healthcare sectors** to enter the markets of Japan and the Republic of Korea.
- The programme organises **10 business missions to Japan and 10 to the Republic of Korea** over the next four years.
- Each business mission will allow a group of **50 cutting-edge companies** to benefit from extensive business coaching throughout their participation



THE EU BUSINESS HUB PROGRAMME

The EU Business Hub programme in numbers

3

Sectors



Green and Low-Carbon Technologies



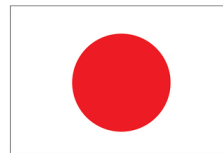
Digital Solutions



Healthcare and Medical Equipment

2

Markets



Japan



The Republic of Korea

20

Business missions

Between 2024 and 2027

10 missions in Japan

10 missions in the Republic of Korea

50 companies per mission

THE EU BUSINESS HUB PROGRAMME

Subsectors



Digital Solutions

- Artificial Intelligence (AI)
- Digital technologies (Internet of Things, 3D printing, Extended Reality)
- NextGen Computing (High Performance Computing, Cloud computing, Edge computing, Quantum technologies)
- Semiconductors
- Cybersecurity
- Blockchain
- Robotics
- Software (including digital platforms, web design, web portals, app development, video games)
- Data, including data analytics
- Telecommunication infrastructure (including 5G/Beyond 5G/6G)
- Media (audiovisual and news media)
- Digital health
- Digital marketing and advertising
- FinTech
- Trust services, digital identities



Healthcare and Medical Equipment

- Assistive Technologies
- Medical Equipment
- ICT for Healthcare
- Telemedicine and Remote Health Monitoring
- Nanotechnology in Healthcare
- AI applications in Healthcare
- Regenerative Medicine and Tissue Engineering



Green and Low-carbon technologies

- Clean energy technologies
- Energy systems
- Environmental Monitoring Analysis and Assessment Equipment
- Circularity
- Environmental and climate change-mitigation technologies/solutions

THE EU BUSINESS HUB PROGRAMME

Objectives of the programme



TRADE FACILITATION

Facilitate **trade and business cooperation** with Japan and the RoK, aligning them closely with the objectives and opportunities presented by the recent **Green and Digital partnerships**.

SME SUPPORT

Provide **tailored assistance to selected EU companies**, especially SMEs, in establishing **business connections** in Japan and the RoK.

PROMOTION OF THE EU BRAND

Promote the **visibility and presence of EU businesses** and the **EU brand and standards** in Japan and RoK.

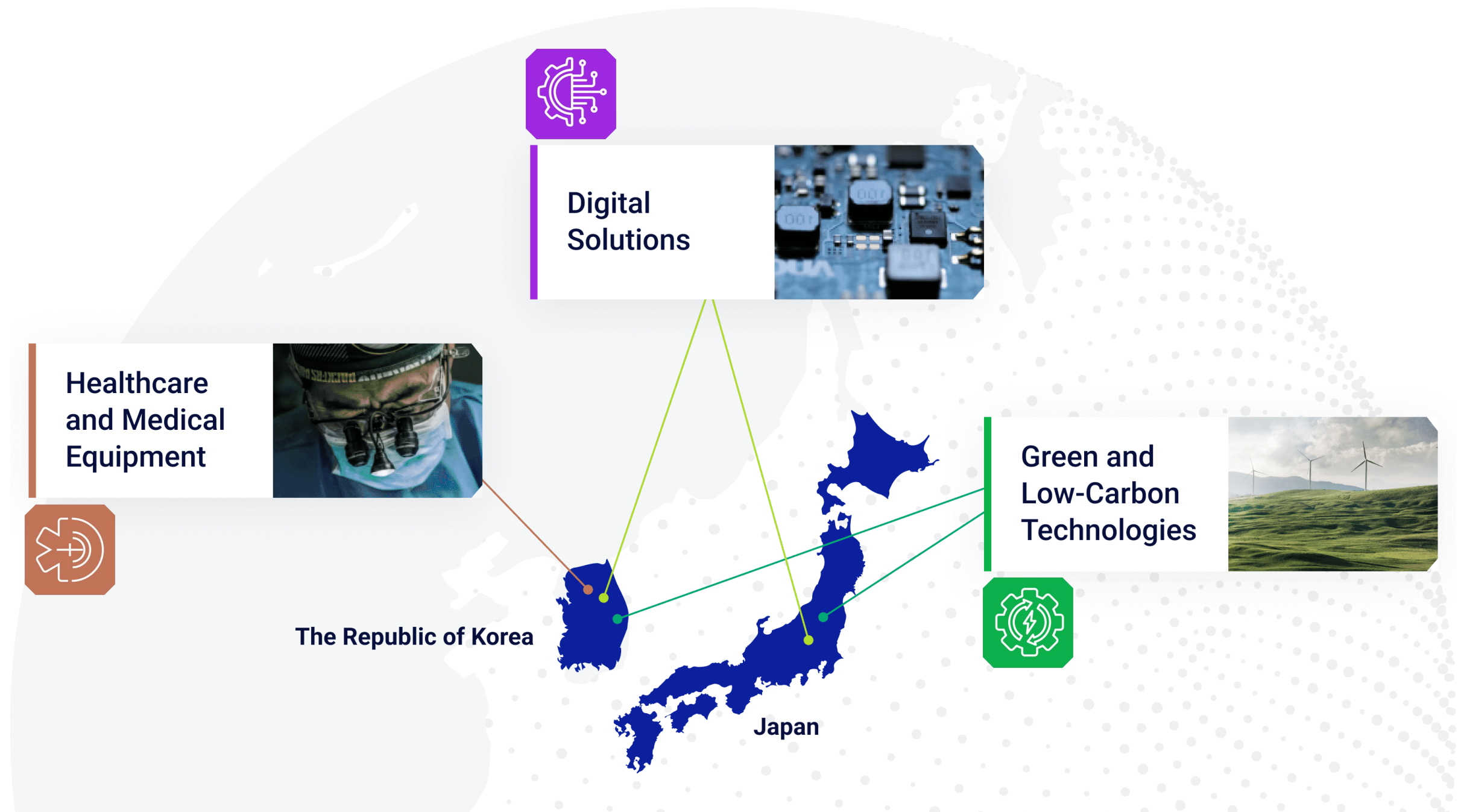
ENHANCED MARKET INSIGHT

Support **EU companies** in gaining a **better understanding** of the local business culture, market rules, and practices to enhance their potential for **accessing these significant Asian markets** (Japan and the RoK).

THE EU BUSINESS HUB PROGRAMME

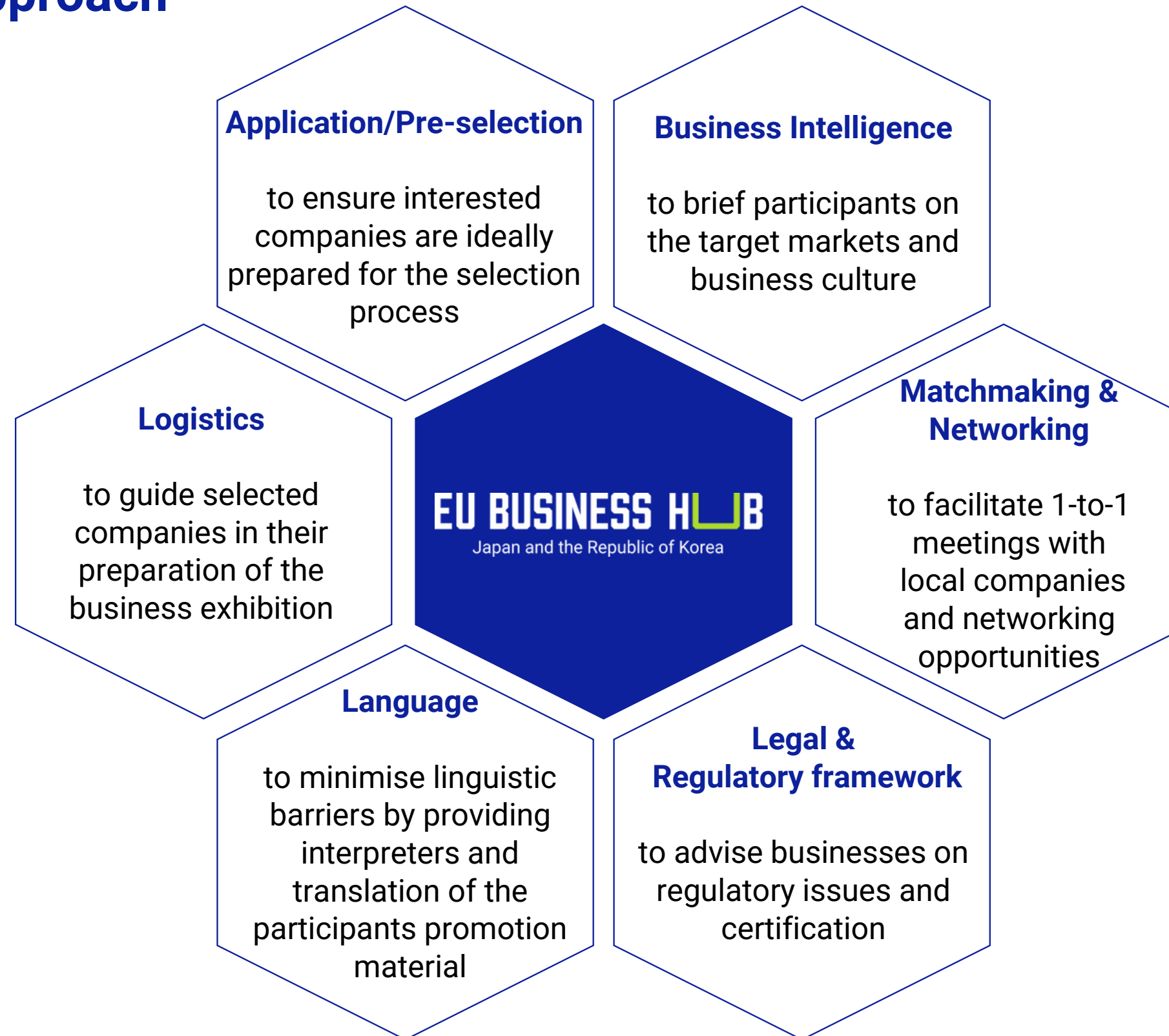
Sectors

The EU Business Hub programme will select EU companies operating in the **green, digital, and healthcare sectors** to participate in business missions to Japan and the Republic of Korea.



THE EU BUSINESS HUB PROGRAMME

Our coaching approach



THE EU BUSINESS HUB PROGRAMME

Typical business mission agenda

DAY 1 [MONDAY]	DAY 2 [TUESDAY]	DAY 3 [WEDNESDAY]	DAY 4 [THURSDAY]	DAY 5 [FRIDAY]
ARRIVAL AND NETWORKING RECEPTION	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	PARTICIPATING TO LARGE SECTOR-RELATED TRADE FAIRS		
<p>Late afternoon – Organiser’s meeting</p> <p>17:00-19:00 – Welcome & Networking Gathering</p>	<p>9:00-12:00 – Briefing session on the BM week, presentation of guest speakers, Meet & Greet with mentors</p> <p>13:00-17:00 – Study tour and site visits</p>	<p>8:00-10:00 – Set-up of the exhibition venue</p> <p>10:00-10:30 – Press briefing & Press tour</p> <p>10:00-17:00 – Exhibition</p> <p>18:00-20:00 – Business Networking Reception</p>	<p>10:00-17:00 – Exhibition and B2B matchmaking</p>	<p>10:00-17:00 – Exhibition and B2B Matchmaking</p> <p>17:00-18:00 – Post BM debriefing (online)</p> <p>18:00-19:00 – Organiser’s debriefing</p>

* the final schedule and structure of each business mission will be presented during the pre-departure meeting held approximately 3 months before the business mission.

THE EU BUSINESS HUB PROGRAMME

Who can participate?

EU SMEs and startups

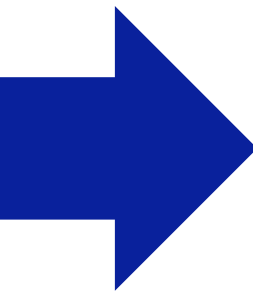


1. Exist for five (5)* years and be able to demonstrate three (3) years of financial figures. * For Start-Ups only: exist for three (3) years and be able to demonstrate two (2) years of financial figures.
2. Be entirely or majority EU-owned and have the headquarters in the European Union.
3. Be active and operational in one of the economic sectors covered by the Programme, either as a producer, a sub-contractor or as an R&D or engineering company - business consultants are not eligible.
4. Have a proven track record of international business cooperation (outside the EU).
5. Have a solid business strategy for entering the Japanese and Republic of Korea markets.
6. Have a sufficient turnover and number of people employed to successfully enter the target market.

SMEs and startups can participate in up to 3 business missions distributed between both target countries, with the opportunity to engage in a maximum of two missions in the same country.

THE EU BUSINESS HUB PROGRAMME

The business mission cycle



EXPRESSION OF INTEREST

Companies submit the EOI through the website

APPLICATION

Companies deemed as eligible will receive an email inviting them to apply for the business mission

SELECTION

50 companies that show the highest potential are selected for the business mission

PRE-DEPARTURE MEETING

Pre-departure meeting with selected companies

BUSINESS MISSION

Business mission of 4 nights/5 days in Japan or the Republic of Korea

POST-EVENT COACHING



UNVEILING THE FIRST MISSIONS

UNVEILING THE FIRST MISSIONS

To recap

3

Sectors



Green and Low-Carbon Technologies



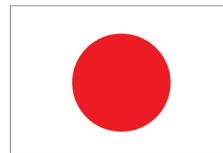
Digital Solutions



Healthcare and Medical Equipment

2

Markets



Japan



The Republic of Korea

20

Business missions

Between 2024 and 2027

10 missions in Japan

10 missions in the Republic of Korea

50 companies per mission

UNVEILING THE FIRST MISSIONS

Business Mission calendar - The Republic of Korea



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



HEALTHCARE
AND MEDICAL
EQUIPMENT



 **2 - 6 December 2024**
Seoul

Digital Solutions Korea 2024

Coinciding with SOFTWAVE

 **17 - 21 March 2025**
Seoul

**Healthcare and Medical
Equipment Korea 2025**

Coinciding with KIMES

2024

2025

2026

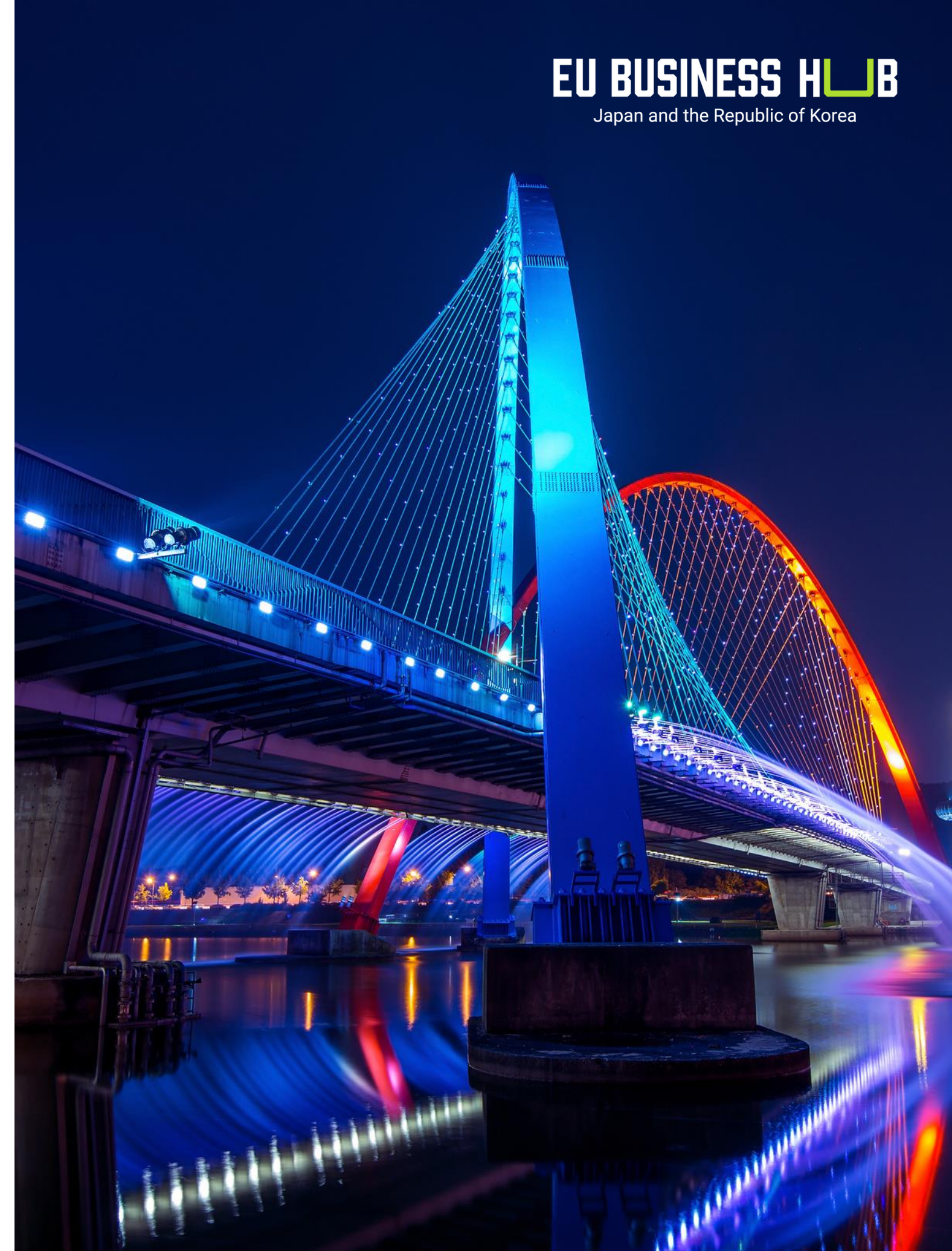
2027

DIGITAL SOLUTIONS KOREA 2024

Seoul, 2 - 6 December 2024

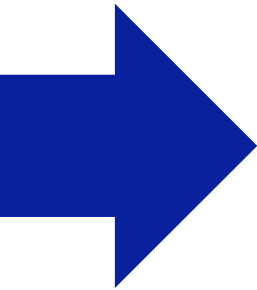
We are looking for

- Companies involved in Software/Information and Communication Technology (ICT), such as:
 - Artificial Intelligence (AI)
 - Digital technologies (Internet of Things, Extended Reality)
 - NextGen Computing and Data Analytics
 - Semiconductors
 - Cybersecurity
 - Robotics
 - Software
 - Media & Telecommunication infrastructure
 - Blockchain
 - Digital health
 - Digital marketing and advertising
 - FinTech
 - Trust services, digital identities



DIGITAL SOLUTIONS KOREA 2024

Timeline



9 AUGUST

Application deadline

5 SEPTEMBER

Communication of results

10 OCTOBER

Pre-departure briefing

2-6 DECEMBER

Digital Solutions Korea 2024



APPLY NOW: [HTTPS://EUBUSINESSHUB.EU/](https://eubusinesshub.eu/)

UNVEILING THE FIRST MISSIONS

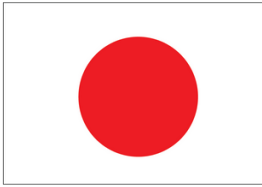
Business Mission calendar - Japan



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



 9 – 13 December 2024
Tokyo

EU Business Hub
@SEMICON JAPAN 2024

 17 - 21 February 2025
Tokyo

EU Business Hub
@Smart Energy Week 2025

2024

2025

2026

2027

 21 – 25 April 2025
Tokyo

EU Business Hub @Japan IT Week

EU BUSINESS HUB @SEMICON JAPAN 2024

Tokyo, 9 - 13 December 2024

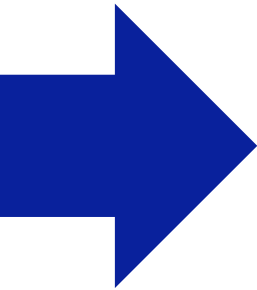
We are looking for

- Manufacturers of sensors and electronic components used in semiconductor manufacturing equipment
- Manufacturers of semiconductor manufacturing equipment or inspection equipment manufacturers (without subsidiaries or distributors in Japan)
- Smart applications powered by semiconductor technology such as automotive and Internet of Things (IoT).
- Companies specialised in metal and machining such as metal processing, metal cutting, plating, and surface treatment



EU BUSINESS HUB @SEMICON JAPAN 2024

Timeline



16 AUGUST

Application deadline

16 SEPTEMBER

Communication of results

7 OCTOBER

Pre-departure briefing

9-13 DECEMBER

EU Business Hub
@SEMICON JAPAN 2024



APPLY NOW: [HTTPS://EUBUSINESSHUB.EU/](https://eubusinesshub.eu/)

EU BUSINESS HUB @SMART ENERGY WEEK 2025

Tokyo, 17 - 21 February 2025

We are looking for

- Companies involved in energy systems, green and low-carbon technologies, such as:
 - Off-Grid clean energy systems and solutions
 - Energy efficiency and carbon services
 - Power generation, management and control systems
 - Co-generation technologies
 - Advanced Biofuels
 - Renewable energies (solar, geothermal, aerothermal, hydrothermal, wind, etc.)
 - Intermediate Energy Carriers (incl. green and blue H2, H2 technologies)
 - Biogases



EU BUSINESS HUB @SMART ENERGY WEEK 2025

Timeline (dates subject to change)

25 OCTOBER

Application deadline

22 NOVEMBER

Communication of results

6 DECEMBER

Pre-departure briefing

17 – 21 FEBRUARY 2025

EU Business Hub
@Smart Energy Week 2025

**APPLICATIONS WILL OPEN IN JULY:
[HTTPS://EUBUSINESSHUB.EU/](https://eubusinesshub.eu/)**

BENEFITS FOR PARTICIPATING COMPANIES



STRATEGIC COACHING

Pre-departure preparation, sector briefs, onsite industry and **sectoral briefing sessions** and **site visits** to sector-relevant facilities



EXHIBITION

Individual exhibition space/ booth
Entry ticket for the trade fair



B2B MATCHMAKING

Individual and **tailored schedule** of **B2B meetings**



LOGISTICAL SUPPORT

Logistical support such as **interpretation, booth installation, design and creation of digital business mission catalogue** and **promotional material**



ACCOMMODATION

Maximum **EU contribution** of €1000 per company (4-night stay, one room per company) at the hotel selected for the business mission



CUSTOMISED SERVICES

Such as legal advice, forensic information, translation, interpretation and printing. Max. **EU contribution** of €1000 per company

OUTREACH AND MULTIPLIER APPROACH

The team will present the programme and business missions through

- National launching events in the European Union (EU);
- Press conferences in Japan and the Republic of Korea;
- Stakeholders' events;
- Regular online recruitment days organised at EU, national and regional level in the EU; and
- Industry specific events and trade fairs.

CHECK OUR NEWS & EVENTS PAGE FOR REGULAR UPDATES

OUTREACH AND MULTIPLIER APPROACH

We collaborate and seek synergies with:

- European Chambers of Commerce and Industry (CCIs) and bilateral CCIs
- The European Trade Promotion Organisations in Japan and the Republic of Korea;
- The Enterprise Europe Network and its EEN contact points;
- The clusters network through the European Cluster Collaboration Platform;
- Industry/Sectoral/Business Associations; and
- Other relevant stakeholders.

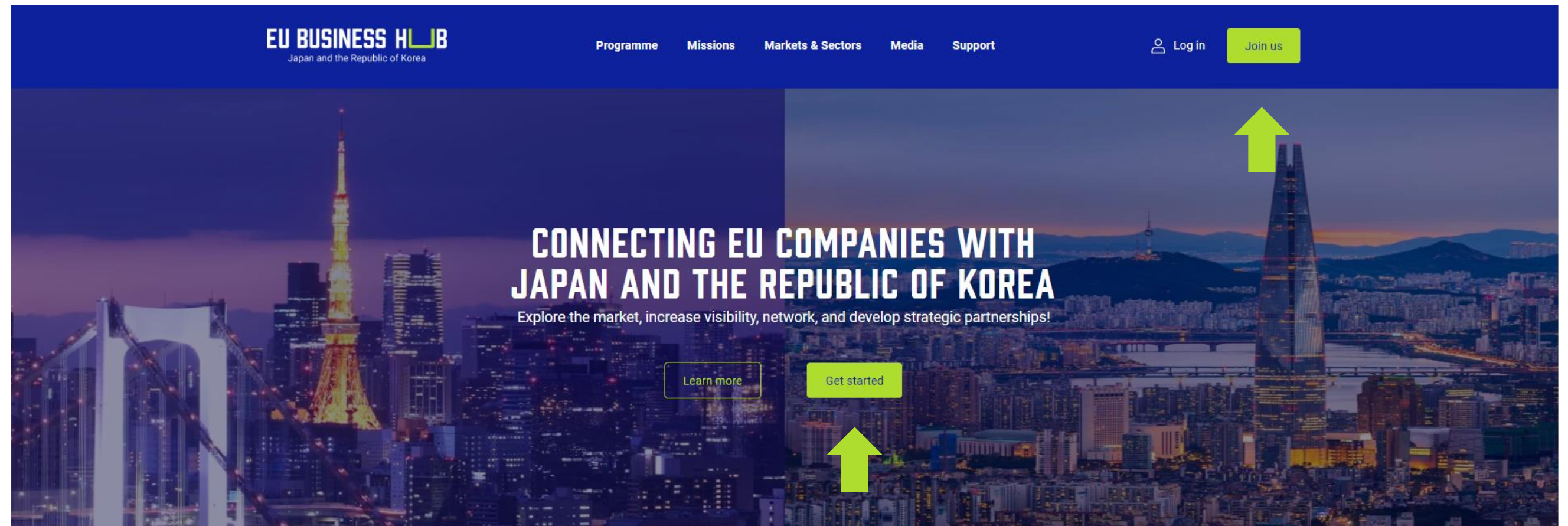




HOW TO APPLY

HOW TO APPLY

STEP 1 – Create an account and express interest



An EU-funded programme that supports EU businesses in the green, digital and healthcare sectors to enter the markets of Japan and the Republic of Korea.

The programme organises 10 business missions to Japan and 10 to the Republic of Korea over the next four years. Each business mission will allow a group of 50 cutting-edge companies to benefit from extensive and tailored business coaching and logistical support throughout their participation.

HOW TO APPLY

STEP 1 – Create an account and express interest

- Register, or if already registered, Login in the Member area.

EU BUSINESS HUB
Japan and the Republic of Korea

Create new account

Already registered in the programme? [Login](#)

Email address*

The email address is not made public. It will only be used if you need to be contacted about your account or for opted-in notifications.

Password*

Provide a password for the new account in both fields.

Contact Person First Name*

Contact Person Surname*

Company name*

Country*

Company VAT Number*

Please enter your VAT number starting with the two-letter country code followed by the numeric or alphanumeric sequence.

To provide our services in the context of the EU Business Hub programme, we will use the information you provide for your registration in accordance with our [Privacy Policy](#).

Create new account



HOW TO APPLY

STEP 1 – Create an account and express interest

- Select a mission and fill in the Expression of Interest form and submit it by the set deadline.
- If your company is considered eligible you will receive an email inviting you to apply for the business mission.

The screenshot displays the EU Business Hub website interface. At the top, the logo 'EU BUSINESS HUB' is accompanied by the text 'Japan and the Republic of Korea'. Navigation links include 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support'. A search bar and a 'Company name' dropdown are also present.

The main content area features a 'Welcome EU Company' section with a progress bar indicating the application stages: 1. Express Interest (highlighted), 2. Apply, and 3. Selection result. Below this, a 'Get started' section prompts users to 'Show your interest in relevant missions.' Two mission cards are displayed:

- EU Business Hub @ Semicon JAPAN 2024**: Located in Tokyo, Japan, under Digital Solutions. Dates: 9 - 13 DEC 2024. Description: Premier event that brings together the semiconductor manufacturing supply chain for the latest insights. Includes an 'Express interest' button and a 'See more' link.
- Digital Solutions Korea 2024**: Located in Seoul, Republic of Korea, under Digital Solutions. Dates: 2-6 DEC 2024. Description: Premier event that brings together the semiconductor manufacturing supply chain for the latest insights. Includes an 'Express interest' button and a 'See more' link.

A 'View more missions' button is located at the bottom of the page.

HOW TO APPLY

STEP 2 – Apply

- If your company profile is eligible for the specific business missions, you are invited to apply.
- Login to the Member's Area.
- Complete and submit the Application Form within the set deadline.
- The applications are assessed by independent experts using pre-defined criteria.

The screenshot displays the 'Welcome EU Company' page in the Member's Area. At the top, the navigation bar includes 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support', along with a search icon and a 'Company name' dropdown. A progress bar indicates the current step: 1. Express Interest, 2. Apply (highlighted), 3. Selection result. Below the progress bar, the 'Your Missions' section lists three opportunities:

Mission Name	Location	Deadline	Status	Action
EU Business Hub @ Semicon JAPAN 2024	Tokyo, Japan	9-13 December 2024	ELIGIBLE	Apply (32 days left to apply)
Digital Solutions Korea 2024	Seoul, Republic of Korea	2-6 December 2024	NOT ELIGIBLE	View Expression of Interest
Digital Solutions Japan 2025	Tokyo, Japan	5-7 March 2025	ELIGIBLE	Apply (32 days left to apply)
Information and Communication Technologies	Seoul, Republic of Korea	12-15 January 2025	ELIGIBLE	Apply (32 days left to apply)

Below the 'Your Missions' section, there is a heading 'Other missions you are eligible for' which lists the same two future missions as above.

STAY CONNECTED



@EUBusinessHub



@EU Business Hub -
Japan and the
Republic of Korea



@EUBusinessHub



<https://eubusinesshub.eu/>



support@eubusinesshub.eu

Q&A



YOUR FEEDBACK IS IMPORTANT TO US

